



ADDENDUM #5
Brookhaven Convention and Visitors Bureau (BCVB)
Marketing Services RFQ 19-009

1. With regard to the annual magazine, what quantity do you anticipate needing for the 2019 run? And while you don't want the content to be a listing of industry partners, are you open to selling print advertising in the publication (do you need to off-set print costs)? Also, when do you want the agency to complete the magazine? Q1? Q2? Q3? Or Q4?
We would anticipate 5,000 – 10,000 for the first run and printed in Q2. Advertising is acceptable as advertorial designed by the firm to meet the style of the publication.
2. After an initial photo shoot for the magazine, would the BCVB want to have professional photos taken at events throughout the year for inclusion in digital and print marketing efforts?
Photography needs will continue throughout the contract.
3. Does the City of Brookhaven or the BCVB currently have a printed map, highlighting area hotels, restaurants, retailers, etc., for visitors and guests, and if not, would that be a consideration for added collateral? *The design of a printed or digital map would be ideal.*
4. Would the CVB be interested in looking at a mobile website that acts like an app to provide visitors and residents with up-to-date information on the area's restaurants, retailers, hotels, etc? *We will consider it, but have not had success in past destinations with apps.*
5. With regard to programmatic ads, is there a budget specifically set aside for an annual campaign effort? *Yes, based on agency recommendation and overall budget.*
6. Who is the decision maker on marketing strategy, direction, etc. - is it the executive director or the board chairman Jay Groundwater? How will the agency work best with the BCVB in terms of meetings and reporting/analytics each month? *The Executive Director and Marketing Director (once hired) will be the day-to-day contacts for the agency on strategy and direction. The agency may be asked to present to the board on an annual basis, but all metrics will be provided to staff and staff will share with the board on a monthly basis.*
7. Have there been any qualitative assessments conducted with the target audiences regarding Brookhaven's brand perception? *Not yet. Agency will work with BrandScience once contracted to incorporate into messaging.*
8. Is there a brand strategy that already exists that outlines the Brookhaven's key messaging points, brand pillars, brand differentiators etc. that the approved partner will have access to?
See 7.
9. We see that you've listed Digital Ads but there isn't a line item for a campaign launch. Will there be a separate budget allotted for the development of a brand campaign? *Budget will be based on agency recommendations and board approval.*
10. Is there a ballpark budget (or even a broad range) you can share for this project? *TBD based on agency recommendations.*
11. What is the timeline for each deliverable to be in place i.e. we'd like to have the website in place by x date? *We will work on timeline based on agency recommendations.*
12. Lastly, with the launch of a new website, what specific communications goals are you trying to meet? *Without any SEO or analytics, we will set goals on activations with agency recommendations and board approval.*

13. What are the acceptable forms of submittal for proof of being in business for five years? Copy of Business License and any proof of being in business for five (5) years.
14. Is there a hard deadline for the website launch? If so, what is the expected date or how long from the contract award? Timeline will be determined on agency recommendations and board approval.
15. How many people on the client's team will be considered, the decision makers or individuals who sign-off on edits or changes to the contract, content, deadlines? Executive Director will approve edits and changes along with content and deadlines.
16. How long do you anticipate PR support from the site/campaign launches? For six months and then negotiated for extensions based on results.